



LIFE AT **MCCURDYS**

LIFE AT McCURDY'S

By and for the employees of McCurdy & Co.
Main and Elm Street, Rochester 4, New York

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Atkins Meeting Here

McCurdy's was host to receiving and marking managers from stores in the Frederick Atkins group on February 16, 17 and 18. Meetings were held in the Community Center.

Robert Lauzon, General Store Superintendent, and Arland Morgan, Receiving and Marking Manager, were responsible for arrangements, which included dinners on Tuesday and Wednesday evenings.

Heads Hospital Board

Jerold Foland, Manager of McCurdy's of Geneva, has been re-elected President of the Geneva General Hospital Board of Directors. A new wing to the hospital, started during his first term of office, will be opened shortly.

On the Front Cover

That's a scrap book recalling in pictures and clippings his life at McCurdy's, held by Howard Fitzgerald in the front cover picture. For more pictures and the story of the party held in his honor, please turn to pages 4 and 5.

Liberty Pole Green

When the Farmers' Hotel occupied the present site of McCurdy's Main Store, the triangle across the street, then known as Liberty Pole Block, contained one of Rochester's major landmarks.

At the start of the Mexican War in May, 1846, a number of residents contributed money to erect a "Liberty Pole" at the triangle formed by Main, Franklin and North Streets. The pole was 118 feet high, made of pine, and topped by a large gilded ball. A flag was flown for the first time on July 4, 1846.

In 1859, a public subscription was taken for a new pole, 102 feet high, surmounted by a large wooden ball and weather vane. During the Civil War, victories were celebrated there.

After the war, the triangle became the center of a Farmers' Market which occupied the surrounding streets until the end of the century. A storm on Christmas night in 1889 blew down the Liberty Pole itself and it was never replaced. But the block carried the Liberty Pole name for many years.

Now there will be a new Liberty Pole on that site. On the back cover you see a model of the stainless steel pole that took first prize in competition for a design for the recently cleared area. Winner among 120 entries was a Rochester architect, James H. Johnson.

The city is soon to let contracts for the pole's construction. Towering 190 feet, it is supported by a sail-like design of steel cables. At the base will be a modernistic steel tree fountain in a rock garden.

Promotions in Three Stores Announced



William Burks, Secretary and Controller, has been elected a director of McCurdy's. He joined the store in 1964.



Irving Robeson, above, became Purchasing Agent on February 1st. He began his McCurdy career five years ago as Asst. Delivery Manager.

Joseph Gardner, who had been Assistant Delivery Manager, took over as Manager on February 1st.

Arthur Cox, Merchandise Supervisor of Men's and Shoes at Northgate, has been promoted to Boys' Wear Buyer. He replaces *Richard Tomer*, who resigned January 1st.

Lynda Syrell, who had been Selling Service Supervisor, has been named Training Director.

James Fantuzzo is the new Selling Service Supervisor.

Frank Toal, formerly Budget Store Floor Supervisor, was made Manager of the Warehouse on February 1st, replacing *Robert Doyle*, who recently resigned.

At McCurdy's Northgate

William Meloche, Assistant Buyer in Housewares, has been promoted to Merchandise Supervisor of Home Furnishings at Northgate.

Edward Walsh, who had been supervising that division, is now Merchandise Supervisor of Men's, Boys' and Shoes at Northgate.

At McCurdy's of Geneva

Two Merchandise Supervisors at McCurdy's of Geneva resigned this month. *Elizabeth Willower* retired to private life in Geneva. *Celia Nurenberg* moved to Boston to be nearer her family in New England.

Irene Howell has joined the store as Merchandise Supervisor of Fashion Accessories, Cosmetics, Lingerie and Candy.

Marion Quigg, who was Selling Supervisor in Sportswear, has been promoted to Associate Supervisor of Sportswear and Blouses.

William Tatro, Merchandise Supervisor of Home Furnishings, has had Domestic, Toys and Luggage added to his duties.

Tributes Paid to Howard Fitzgerald



At Party Marking His Retirement



Howard Fitzgerald received good wishes and testimonials of esteem from 190 of his co-workers of the present and past at a dinner in his honor January 24th in Logan's. It marked his retirement from McCurdy's after nearly forty years, most recently as Purchasing Agent.

He is on the front cover of this issue, photographed as he holds a book recalling, in pictures and signatures, events and friends of his life at McCurdy's. Above, some of the dinner guests. On the facing page, above, Mr. and Mrs. Fitzgerald admire the watch given to him. Below: the trio that honored him in song, from left: *Kathleen Salerno*, *Ellie Tecler* and *Marilyn Adams*.

Lee Tuttle was toastmaster; *Ronald Bogardus* lead singing; *William Mortimer* read a poem written by *Jerome*

Kaminga and *Irving Robeson* spoke briefly.

In charge of arrangements were *Joseph De Mariano*, *Marilyn Adams*, *Lucy Madalena*, *Lee Tuttle*, *William Mortimer*, *Peg Lucia* and *Ellie Tecler*.

In appreciation, Mr. Fitzgerald sent this letter for publication in "LIFE AT MCCURDY'S":

"I know that I did not adequately express my thanks to all of you who attended the retirement dinner in my honor. This was, indeed, a wonderful tribute and I still haven't come down to a normal state.

"You are a wonderful people and a true testimony of the benefit of belonging to the McCurdy family. And especially am I grateful to the committee.

"My heartfelt thanks to everyone."

Exhibits at Rundel



"Polonia in U. S.," an exhibit telling the story in photographs of Poles in Rochester and places of their origin in Poland occupied the Rundel Gallery of Rochester Public Library January 9th through 30th. It was the work of *Frank Anders*, McCurdy's Art Director, and John Solowski, R.I.T. faculty member.

It told of the way people live and work in Poland, then showed what happened to those who migrate to this country, settle in a city such as Rochester, and work for the education of their children.

"It is a lovingly-assembled exhibition. The pictures have warmth and are generally of good quality," wrote Jean Walrath in her "Democrat & Chronicle" review. "It is one of the best we've seen at Rundel lately."

Frank Anders is pictured above at the exhibit.

R.I.T. Students Report

Four honor students from R.I.T. School of Retailing spent four days in New York during market week and reported their experiences at the January 29th Buyers' Meeting.

Linda Dale Gordon, Robert Roth, Katherine Corigliano and Robert Burlow graphically related their reactions to market and store visits, the Atkins office and buyers' meetings.

McCurdy's sponsored the trip for Linda Gordon and Robert Roth. Robert Burlow has worked in the store, and the other three have had co-op work in other stores. All four are seniors.

Six Win Jet-Flight Trips

More than 100,000 names were dropped into contest boxes in McCurdy's three stores last month. Six lucky winners received tickets to jet-age vacation trips (each for two persons).

It was part of McCurdy's salute to the coming of the jet-age to Rochester, inaugurated with American Airlines' first Astro-jet flight scheduled for January 24th.

Here are the six trip winners: Trip to California, Miss Mary Shields of Webster; to Mexico, Mrs. Edwin Marks, 95 Fairhaven Road; to California, Miss Rita Serafine, 1220 North Goodman Street; to New York, Sister Margaret Louise, St. Monica's Convent; to Mexico, Mrs. James Parkhurst, 129 Aberdeen Street; to New York, Donald Stewart, 367 Hazelwood Terrace. For all of them, it will be a first visit to these places.

Alertness Rewarded

Because four employees were on the alert, a customer who had fraudulently charged about \$600.00 worth of McCurdy merchandise was apprehended.

Violet Walther, Watches, was shopping in the Record Dept. when she recognized the customer as the woman who had fraudulently purchased a ring a few weeks previously.

Patricia Parks, *Mary Melino* and *Clarence Warrington*, all of the Record Dept., came to her assistance and helped to detain the customer.

Clifford Beard, Protection, and *William Brown*, Credit Sales Manager, commended the quick action of the four, who each received a \$5.00 reward.

Junior Miss Scholarship

A thousand dollar scholarship was awarded by McCurdy's and Rochester Jaycees, jointly, to New York State's Junior Miss, chosen January 9th.

Linda Kurzenberger of Horseheads was the winner in a field of 18 girls. Judged on talent, mental alertness, scholastic achievement, poise, appearance, creativeness and fitness, she will compete in the National Junior Miss Pageant in Mobile, Alabama.

Two runners-up won \$300 scholarships apiece. They were *Dianne Chappell* of Bergen and *Jill Nelson*, Rochester's entry.

Those competing for the title, with special guests, were entertained by McCurdy's at a dinner in the Garden Room January 8th. Rochester Jaycees, McCurdy's, Carhart Photo and Ragu Packing Co. co-sponsored the state contest.

It's a Family Affair



The two ladies photographed here share a relationship unique in the store's history of relatives, so far as even those longest in the business can recall.

Edith Reed, left, is the grandmother of the husband of *Sally Champaigne*, right. There's a jump of a whole generation between them.

Sally, who has been in McCurdy's since September, works in Cosmetics. Her grandmother-in-law, with the store since 1956, is two aisles over in Stationery. Both are employed part time.

Do they like the arrangement? Fine, they agree.

Mrs. Reed is also mighty proud of being a great-grandmother. The Champaignes have two sons, 4 and 2.

Candidates for Office in McCurdy's E.M.B.A. To Be Voted on March 17th

FOR PRESIDENT

FOR VICE-PRESIDENT



Vote
for
One
Of These
Two
→



Hilda Fisher

Barbara Bengé

Christie Hart



FOR SECRETARY

FOR

ASSISTANT

Vote for One

TREASURER

TREASURER



Olive Hastings

Dorothy Helfer

Margaret Sabel

Samuel Ludwig

FOR DIRECTORS TO SERVE TWO YEARS

Vote
for
Five
Of These
Ten



John Briggs



Lali Connolly



Sharon Curtis



John Jackson



Peggy Lucia



Clark Miller



Barbara Pizzarelli



Hazel Seaman



Joe Louis Scott



Judy Viggiano

Officers and directors for the coming year will be chosen by McCurdy's Employees' Mutual Benefit Association at an 8:30 breakfast meeting in the Community Center, March 17th.

Hilda Fisher, Accounting Office, automatically becomes the new president, complying with a by-law passed

last year moving the vice-president up to that office.

Edward Walsh has been named permanent director from Northgate.

Members who cannot attend the breakfast meeting are invited to cast their ballots in the Community Center March 16th from 3:30 to 4:30.

FROM THE MAILBAG



Dear Sirs:

In a few days, we shall be celebrating our fourth anniversary of living in Rochester. Among the many things we have enjoyed about living in this wonderful city are the excellent shopping facilities provided by your store.

Last evening, something happened which made me more than ever pleased with your fine services. My young daughter and I stopped at your first floor Shoe Department to take advantage of the sale. A young man, whose name I noticed to be Miller, waited on us and I am writing to tell you what a tremendous job he was doing. The department was crowded . . . overcrowded, for the number of patrons. He was on duty alone, and somehow, almost miraculously, he was managing to keep four or five balls bouncing at the one time (waiting on that many people at once, or so it seemed). Courteous, pleasant, eager to please the customer, whether the end result was a sale or not. He did my heart good.

Sincerely,

Marjorie M. Stinson

The writer refers to Clark Miller.

Gentlemen:

Thank you for your courteous service and prompt delivery of items purchased in your store.

Very truly yours,

Mrs. Francis Conz

Dear Sir:

When I was shopping in Town and Country Plaza in Geneva, I was very pleased to note that a manger scene was displayed. I wish to commend you upon arranging space for it.

May I state that whenever occasion presents itself for me to shop in Geneva, I always enjoy shopping at your plaza and find the stores well supplied and the personnel very pleasant and anxious to please.

Very truly yours,

Margaret Johnston

Dear Miss 322,

Shortly before Christmas I bought a coat for my sister. You were so kind about trying to have it delivered in time for Christmas that I want you to know you succeeded. The coat fits perfectly and we are both very happy with it.

Thank you for the extra attention you gave me.

Sincerely yours,

J. Antoinette Houdelink

"322" is Jean Kraus.

Dear Sir:

Yesterday, I purchased a black dress coat in McCurdy's of Geneva. I asked the clerk, *Mrs. Crupi*, if I might have a McCurdy label.

Several of us came together from Ithaca and made a number of sizeable purchases. As several times before, we were again impressed with the excellence of your store. And, incidentally, the clerk mentioned above was most gracious and patient with our feminine vacillation.

Very truly yours,

Marion L. Howe

Spring Fashions Shown to Employees



"You've gotta have style" goes the song. Just what "style" is for Spring was paraded for employees at a fashion training show in the Community Center, February 5th.

Co-ordinated by *Janet Wurtzman* and *Judy Hunt* of the Fashion Office, with commentary by Mrs. Wurtzman and fashion buyers, the show drew enthusiastic applause from the early morning audience.

"Softness" was the important fashion feeling shown: Soft fabrics, light colors, supple shapes, fluid movement.

Included were a special group of clothes conforming to store regulations for employees.

Coffee and buns were served preceding the show.

Three from the store were among the models. They are shown above with Mrs. Wurtzman (left): *Jackee Connell*, Personnel, in a junior blue denim shift; *Doris Leege*, Sportswear, in a pink mohair coat, and *Betty Lou Kieseweller*, Sportswear, in a gold-buttoned navy coat.

Up and Down



the Escalator

MAIN STREETER

by Theresa Cangiano

Mary Ohl, Hosiery, has a new granddaughter.

We welcome *Doris Trumble* to Children's Hosiery.

Jackee Connell, Stationery, has transferred to Personnel.

BUDGET STORE BRIEFS

by Ann McDonald

Dora Broder, Sportswear, was in an auto accident, but has returned to work.

We welcome back *Terry Pignato*, Children's Wear Buyer, after her illness.

Sylvia Miller, Cashier, has resigned to await the arrival of her first child.

Paul Scapion is the new Floor Supervisor, succeeding *Frank Toal* who has been made Warehouse Manager.

Clara Flynn, Jewelry, is recovering from an injured back.

Helen Nuss, Lingerie and Accessories Buyer, was guest of her staff at a birthday dinner at *Eddie's Chop House*.

Maryann Mehlenbacher, Budget Store Children's Shop, became the bride of *Walter Luden Covington* Thanksgiving week-end. The ceremony took place in *Halifax*, North Carolina.

GENEVA JOTTINGS

by Mary O'Connor

Toni Edgar, Men's Shop, has resigned to devote her time to her month-old adopted daughter, *Paula Marie*.

Jennie Hughson, Domestic, and *Doris Aude*, Stationery, have resigned. We wish them well in their new leisure time.

Airman 1st Class *James Spedding*, son of *Esther Spedding*, Town Room, has re-enlisted and is stationed in Germany.

It's her eighth grandchild, *Patrick*, for *Catherine Marion*, Corsets, and her third, *Cynthia Ann*, for *Mary Powers*, Corsets.

Catherine Hatch, Office, has been elected Second Vice-President of the Finger Lakes Chapter, Credit Women's Club of North America.

We welcome *Lennie Clark* to the Men's Shop.

OUT NORTHGATE WAY

by Martina Zegarski

Helen Holden, Merchandise Supervisor of Ready-to-Wear, had a skiing holiday at *Gray Rock* in Canada.

Sarah Cook, Coats and Suits, visited friends in *Baltimore*.

Violet Benway, Merchandise Supervisor of Girls' and Infants', is recuperating from a back injury. The accident happened just before she was scheduled for a Florida vacation.

BEAUTY STUDIO DOINGS

by Thomas LoDato



Anthony Valastro, Beauty Studio Director, and *Mrs. Valastro* entertained their staff at a buffet supper in their home January 9th. They are shown at the party, above, with their daughter, *Judy McStravick* (center).

SECOND STORIES

by Angie Madalena

Ruth Herr, Fur Buyer, is back from a Florida vacation.

Our sympathy goes to *Edna Shannon*, Moderate Price Dresses, on the death of her husband.

Betty Foster, Sportswear, vacationed this month in Florida.

Kathleen Salerno, Budget Dress Buyer, and her husband visited friends in Cincinnati this month.

Our sympathy goes to *Dorothy Ashworth*, Shoes, whose husband died recently.

Dawn Smallridge, Junior Dress Buyer, went skiing on her vacation this month.

Alan Davidson, Buyer of Junior Coats and Sportswear, also headed for the ski country on his vacation.

A WORD FROM THIRD

by Sylvia Hollander

Rosemary Taille, Children's Shop, *Barbara Boyce*, Lamps and Gifts, and *Janet Anderson*, Will Call, spent a three-day week-end in New York City.

Dick Boice is a newcomer in the Boys' Shop.

We wish a speedy recovery to *Evelyn Graff*, Girls' and Pre-Teens'.

Ann Van Scooter, Children's Shoes, is newly engaged, to *Richard Bower*, who is a student at R.I.T.

Dorothy Ogden, at one time in Silverware, has returned to operate the Beauty Salon's new electrolysis service.

Our sympathy goes to *Arthur Cox*, Boys' Wear Buyer, whose father died January 5th.

Stanley Held, Divisional Merchandise Manager for Men's and Children's Wear, and *Mrs. Held* entertained his division's buyers at their home January 10th. It was a farewell party for *Richard Tomer*, who resigned as Boys' Wear Buyer January 1st.

Helen Corwin, Foundations Buyer, and *Betty Gilbert*, Girls' and Subteens' Buyer, flew to Puerto Rico January 29th for a vacation.

Elaine Tecler, Children's Wear Buyer, vacationed in Jamaica this month.

STORK NEWS

LeGrand Kirk III was born January 24th to *Mr. and Mrs. LeGrand Kirk, Jr.* His mother has been *McCurdy's* Fashion Co-ordinator; his father is Divisional Merchandise Manager of Small Wares.

Up and Down



the Escalator

CREDIT OFFICE NEWS

by Mildred Turner

Mildred Chesher, Deposit, vacationed in Florida and on a Caribbean cruise. While in Florida, she won first prize dancing the fox trot at the Casa-blanca Hotel, Miami.

Collection Dept. welcomes *Ann O'Laskey*.

Billing Dept. welcomes *Pat Gomes*, *Filomena Lazio* and *Josephine LoMando*.

Dolia Lepinske is a newcomer in Authorization.

Genavieve Richardson is on a three-months leave of absence to care for her daughter who is ill in California.

Credit and Billing Offices held a Valentine breakfast in the Tearoom on February 12th.

TALES FROM FOUR

by Winifred Foster

Libby Luciano, Curtain and Drapery Buyer, is recuperating from an operation.

Ellrose Walsh, Interior Decorating, is also recovering from a stay in the hospital.

Phyllis Sykes Marzluff

Phyllis Sykes Marzluff died on February 7th. Since 1959 she had been in the Jewelry Dept. Survivors include her daughter, her son and three grandchildren.

ADVERTISING and DISPLAY

by Florence Linhos

Robert Fender, Special Events Director, entertained the Advertising Dept. staff at his home.

Advertising welcomes *Ann Marie D'Angelo* to the production staff.

LaRue Edwards, Artist, and his wife moved recently to a new residence on Vassar Street.

Lamar Everts, Display, has joined the Army.

William Niemi, Sign Writer, has joined the Display Dept.

Phyllis Syner and *Marilyn Kohn*, Advertising, and *Rachel Di Francisco*, Display, were recent visitors in New York.

Florence Linhos, Artist, had a three-weeks motor trip to California in January.

Joins Store in Texas

Gordon Wright, Personnel Director since October, 1962, resigned as of February 12th to become personnel director, with added duties, of Leonard's in Fort Worth, Texas.

Oratorio Soloist

One of the 1964 McCurdy Scholarship recipients at the Eastman School of Music, *Sandra Bush*, was a soloist in "Judas Maccabeus," presented by the Rochester Oratorio Society in the Eastman Theater February 18th. *William Warfield*, concert, stage and screen star, was guest artist for this benefit concert. Miss Bush, alto, is a senior voice major this year.

Thanks to the E.M.B.A.



Dear Friends:

Your gay, handsome gift is giving so much pleasure to us all. Our entire family has admired so very much the stunning arrangement of holly, bayberry and greens. We are very grateful to you for your generosity and thoughtfulness.

We hope you know how very much we appreciate all the many nice things you do for us throughout the year. Your cooperation and, above all, your willingness to help us in every way possible means more than we can ever say. Thank you very, very much.

Ken and Lynda join us in wishing for each of you and your loved ones the happiest New Year ever.

Gratefully and sincerely,

Gil and Katie McCurdy

Your kind expression of sympathy is gratefully acknowledged.

The John B. Welch Family

Your kindness and sympathy are deeply appreciated.

Dorothy Ashworth and Family

Sincere thanks for your sympathy expressed at the recent death in our family.

Kitty Killeen

Dear Miss Foster:

The stunning arrangement of holly, berries and red Christmas balls is giving us all a great deal of pleasure, and we are most grateful to each member of the E.M.B.A. for the thoughtfulness and friendship it so gaily expresses.

We would like to send each one our warmest good wishes for the New Year along with our sincere thanks for many past kindnesses, as well as for this lovely Christmas greeting.

Cordially,

Gilbert and Virginia McCurdy

My sincere thanks for the gifts and messages that brightened my days in the hospital and, later, at home.

Terry Pignato

I am deeply grateful for the cards I received, both sympathy and get-well messages.

Charlotte Miller

I want to thank the E.M.B.A. for the beautiful fruit basket.

Agnes Alercia

I am enjoying my book. The author is my favorite.

Lou Lucia

We wish that we might thank each one of you individually for your great kindness in our heavy loss. Please accept for the present this heart-felt appreciation.

The Ferguson Family

Thanks to the E.M.B.A. and those I work with for flowers, cards and gifts sent while I was in the hospital.

Betty Knaak

Your kind expression of sympathy was deeply appreciated.

Margaret Bush

